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FEB 24 2012

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
David W. Roth

Application No.: 09/372,416

Group Art Unit: 2177

Filed: August 11, 1999

Examiner: Huynh, Thu V.

For: System and method for real-time bidding for
Internet advertising space

REPLY TO FINAL OFFICE ACTION
MAILED OCTOBER 18, 2011

VIA FACSIMILE (571) 273-8300

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This is a Reply to the final Office Action ("Office Action") mailed on October 18, 2011.

Remarks / Argument begins on page 2